

## American Red Cross Begins Drive To-day

"Red Cross Sunday" Marks Opening of Campaign, To Be Concluded Armistice Day, to Raise \$15,000,000

War Veterans to Take Part

Actors, Lodges, Rotarians and Brotherhoods Will Solicit New Memberships

To-day—Red Cross Sunday—marks the formal opening of the Third Annual Roll Call of the American Red Cross. The drive which will last ten days will be concluded on November 11—Armistice Day—and for its chief objective the raising of \$15,000,000 and the securing of 20,000,000 members all over the country.

The Metropolitan Committee of Greater New York will endeavor to secure 500,000 members in Manhattan and 1,000,000 members in Greater New York. The Atlantic Division committee—whose area includes New York, New Jersey and Connecticut—are out for at least 2,500,000 members and hope to get 5,000,000.

A statement issued yesterday by Henry E. Davison, formerly chairman of the War Council and now a member of the executive committee of the Red Cross states that \$14,500,000 remains from the huge fund raised by that organization during the war and that this sum will be added to the \$15,000,000 secured in the forthcoming campaign for peace purposes.

In his statement Mr. Davison related in detail the activities which the American Red Cross performed during the war and explained that if this war work is to be "rounded out" in addition to peace activities in helpless European nations as well as home service, the sum asked for is absolutely essential.

"The American people," said Mr. Davison, "who have responded so wholeheartedly and upon such a magnificent scale, will be sure to be eager to avail themselves during the coming week of the opportunity to enlist themselves on the rolls of the Red Cross and thereby to appreciate the efforts of this organization to the service of humanity."

Churches to Assist  
The principal subject of the sermons preached in most of the churches of the country will be devoted today to some phase of Red Cross work and the need for its continuance. A special service will take place at 11 o'clock this morning at the Cathedral of St. John the Divine, 110th Street and Amsterdam Avenue, at which Bishop Charles S. Burkh, Dean Howard C. Robbins and George Gordon Battle will participate.

Many arrangements have been arranged for the spreading of the Red Cross gospel and many noted men have given assurance that they will speak at the various meetings which will be held. Not only noted citizens but prominent actors have promised to help, as well as the Elks, the Masons, the American Legion, the Boy Scouts and the Friars. Major General John F. O'Rourke, 11th Call chairman for the Atlantic Division, announced yesterday that A. Mitchell Palmer, United States Attorney General, James H. Cragg, former United States Ambassador to Germany and Henry Morgenthau, former Ambassador to Turkey, will be among the hundreds of speakers who will address Red Cross meetings in the territory of the Atlantic Division.

British Officer Will Speak  
To-morrow, Colonel Arthur Lynch, known as "The Soldier of Liberty" and very prominent in British affairs today, will make his first public appearance in New York on the steps of the Sub-Treasury Building, Wall and Broadway, at 12 noon. His subject will be the work of the Red Cross and similar meetings addressed by other men and women of note will take place at the same time at this location during the ten days of the drive.

Another program arranged for Monday will be one given by the Friars in front of the Public Library at Forty-second Street and Fifth Avenue, between noon and 3 o'clock. The slogan of the Friars will be "Let Joy Be Unconfined" and among those who will participate in doing "stunts" will be Raymond Hitchcock, the Avon Comedy Four, Frank Bacon, St. J. Kaufman, Eddie Cantor, Bud Fisher, Jess Dandy, Harry Fox, Jim Casey, Walter Hoban and Harry Kelly.

It was announced at the headquarters of the Atlantic Division, 44 East Twenty-third Street, that 500,000 members of the American Legion are pledged to solicit memberships personally and that similar pledges hold true for numerous organizations.

Rotarians in all parts of the country are preparing to participate in the drive and an appeal to the membership by Albert S. Adams, international president of the Rotary Clubs, reads: "There never was a time in our history when it was more necessary for anyone to prove his 100 per cent Americanism and through the Red Cross everyone can give expression to this spirit."

Guard Against Imposition  
The Brotherhood of Railroad Trainmen, through its president, W. G. Lee, has announced its intention of enrolling as many Red Cross members as possible as a token of gratitude for services rendered by the organization to the 15,000 members of the Brotherhood who served abroad.

In order to guard against unauthorized collections arrangements have been completed at Roll Call Headquarters in New York whereby every authorized canvasser will carry a triple identification, consisting of a badge, a card signed by Brigadier General George R. Dyer, chairman of the Metropolitan committee, and a small white sack slung over the canvasser's shoulder.

The badge, the card and the sack will each bear the same serial number. The badge will be a circular enamel button, about two inches in diameter, with a narrow blue rim and bearing on a white ground together with a red cross. The inscription will be "Third Red Cross Roll Call, November 24 to 15th, 1919." It is valid only when accompanied by official identification card bearing this number.

The methods of solicitation will be two. Canvassers will try to secure memberships both in the home and in places of employment. The membership charge is \$1 for one year.

To Confer on Oil Leases

WASHINGTON, Nov. 1.—Following the Senate's refusal to concur in House amendments to the oil and coal land leasing bill, Speaker Gillett today appointed Representatives Shinnott, Oregon; Smith, Idaho; Elston, California; Ferris, Oklahoma; and Taylor, Colorado, as the House conferees. Conferences with the Senate managers are expected to begin next week.

Piano and Phonograph Salons Open Saturday Evenings Until 9 o'Clock

Store Hours: 9 to 5:30

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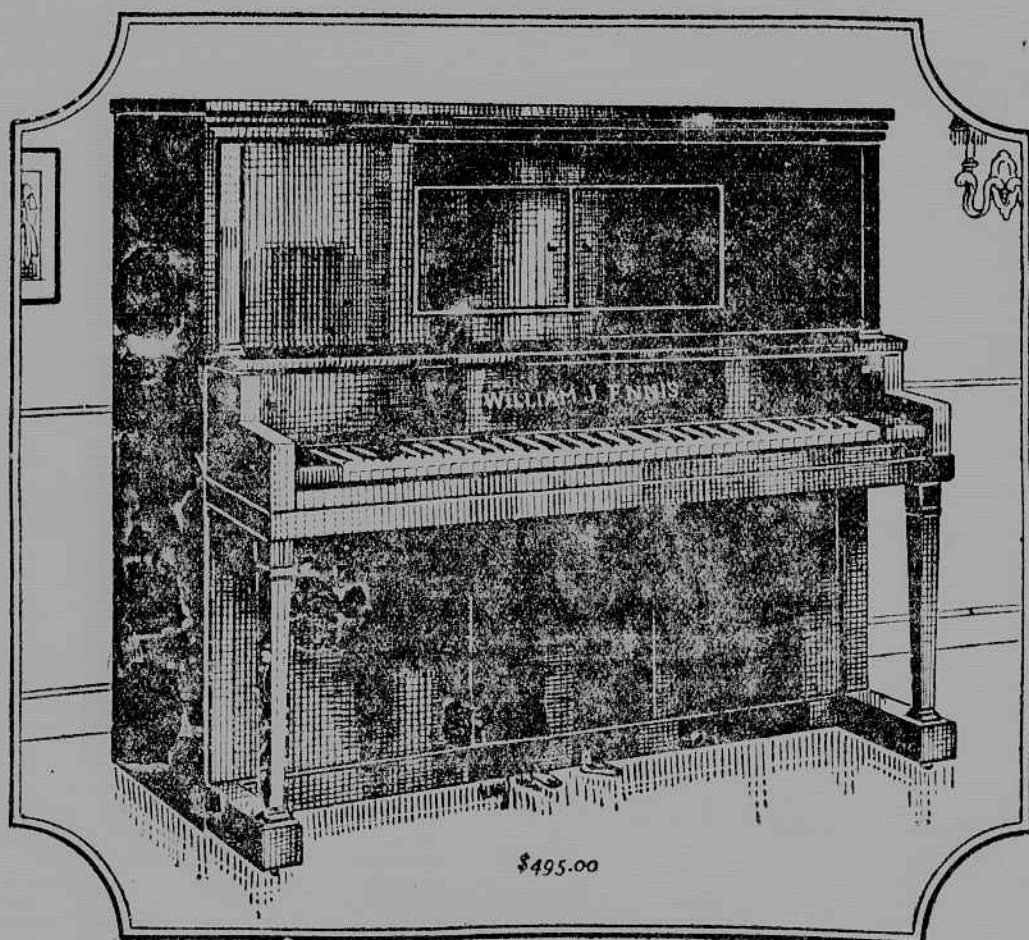
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\$10 worth of player rolls (your own selection from our stock on hand). A piano stool to match the piano. Delivered within radius of our delivery system.

**If You Cannot Visit the Store at Once---MAIL THIS COUPON and Ask Us to Send You All Details**

**Piano and Phonograph Store Open Till 9 o'Clock Every Saturday Evg. During This Sale**

For the benefit of people unable to get here before regular store closing time, and to permit wives and husbands to choose their piano together, the Gimbel Piano Store remains open till 9 o'clock every Saturday evening during this offer.

Use the 33rd Street entrance near Broadway. Elevator runs direct to the Music Salons.

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**Two Whole Years to Pay**

So liberal is the offer that you may have this fully guaranteed new player-piano in your home at once and stretch the payments out, at your convenience, over a period of two whole years.

**The Idea Back of the William J. Ennis Player-Piano Will Appeal to All Gimbel Customers as It Has Appealed to Us**

First of all—it is the idea of a young man. It is a new idea in pianos—though not in industry. It is the application (for the first time in the piano industry) of the theory of standardization, which means "doing one thing and doing it well"—to produce not alone a great instrument but an instrument of quality at the lowest possible price that specialized production can make possible.

The WILLIAM J. ENNIS player-piano is built by the International Piano Mfg. Co., at Fall River, Mass.

It is the *only* product built by this large company.

The facts in the case are that the International Piano Mfg. Co. was formed to build *one style* player-piano and nothing else.

A large piano manufacturing plant of many years' standing was bought and refitted and re-equipped with this sole object in view, to build *one player-piano in one style at one price*, and by devoting its entire resources and energy to this one purpose, to build it so well that it would attain a position which could not

possibly be reached by manufacturers making pianos and player-pianos together of perhaps a dozen styles or more.

This player-piano is named for the president of the company, WILLIAM J. ENNIS.

And it is built by the company in its entirety—not assembled.

IT BUILDS THE CASES, IT MAKES THE KEYS, IT MAKES THE HAMMERS, IT WINDS THE STRINGS OF THE WILLIAM J. ENNIS PLAYER-PIANO.

It casts the heavy plates for the WILLIAM J. ENNIS. And it builds, inch by inch and piece by piece, every part of the player action.

**The person buying a WILLIAM J. ENNIS player-piano need not remain in the dark as to who is responsible for this or that. It is built, sold and guaranteed for ten years by the makers and Gimbel Brothers.**

This method of single and standardized building is also productive of large economies. Not only are far better results obtained, but big economies are effected.

Middlemen's profits are eliminated. Profits do not have to be paid to case manufacturers upon cases. To plate foundries for plates. To hammer makers for hammers. To action builders for actions, etc. So

that the single profit on the WILLIAM J. ENNIS is very much less than it could possibly be if many profits had to be paid to a dozen different manufacturers, each making certain parts.

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